

Appl. No. 10/733,058
Reply to Office Action of March 20, 2006

REMARKS

Applicants thank the Examiner for acknowledging receipt of Applicants' certified priority document that has been submitted pursuant to 35 U.S.C. § 119. Applicants respectfully request reconsideration of the prior art rejections had forth by the Examiner under 35 U.S.C. sections 102 and 103. Applicants respectfully submit that the prior art references of record, whether considered alone, or in combination, fail to either teach or suggest Applicants presently claimed invention.

More specifically, by this amendment, Applicants have modified independent claim 6 to further specify that the roll includes printing portions that have been partially cut and portions that have not been partially cut. The claim essentially specifies the printing roll material as would be found in the printing and cutting apparatus disclosed in the instant application. For example, during operation, a roll of the printing material would be inserted into the printer. The printer transmits a portion of the printing material through various stages including separate printing and cutting portions. Advantageously, cutting is performed internal to the printing apparatus and the problems inherent in the prior art where have cutting of the roll of printing material was performed prior to insertion into the printing apparatus.

As noted in Applicants' specification, the previous conventional approach which relied upon pre-cutting the roll of printing material by including half cuts at desired locations suffered from some very serious the shortcomings. One problem inherent in the prior art approach was that the precut portions would inadvertently release from the roll of material before the printing operation. Obviously, such a problem would result in jamming of the printer and other serious inefficiencies. Another serious shortcoming was that it was critical to properly register the precut portions so that the printing operation was performed on the appropriate locations.

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Applicants have disclosed a significant improvement over the prior art by providing a half cutting mechanism internal to the printing device which eliminates the significant shortcomings of the prior art. In accordance with presently claimed invention, Applicant's printing mechanism provides a convenient device for printing of readily releasable portions from a roll of printable material. Applicants submit that the prior art references of record, whether considered alone, or in combination, fail to provide any teaching or suggestion whatsoever regarding this advance in the art.

The primary reference upon which the Examiner relies in rejecting the claims is apparently directed to the acknowledged conventional approach wherein the roll of printing material is precut prior to insertion into the printing apparatus. This is demonstrated by the fact that the reference does not describe the half cutting mechanism and only indicates that portions have been half cut. The only possible conclusion is that the roll of printing material in the prior art has been previously half cut prior to insertion into the printing apparatus. The Examiner bears the burden of demonstrating how the prior art either teaches or suggests the claimed subject matter. In the present situation, because the references do not provide any teaching or suggestion whatsoever regarding a structure wherein a roll of material is inserted into a printing apparatus that both prints and half cuts portions of the printing material roll, the prior art rejections are improper and should be withdrawn.

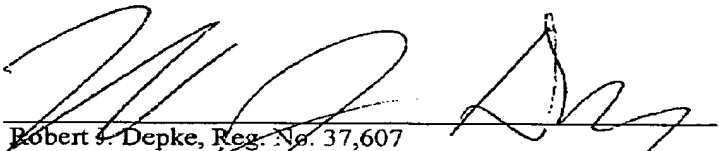
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It is only Applicants' instant disclosure which describes a structure that both prints and half cuts a roll of printing material. Accordingly, in light of the foregoing, Applicants submit that all claims now stand in condition for allowance.

Respectfully submitted,

Date:

8/21/06



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